April 10, 1996

PHILIP MORRIS
Attn: José Fontanez
120 Park Av.
New York, NY 10017

MARY KENT
PHOTOGRAPHY

Dear José:

Thanks for taking a look at my book proposal. The popularity of salsa music is growing daily and TV producers as well as ad agencies are riding the wave. More than ever, salsa is gaining a loyal following all over the world. That is why I would like to interest you in sponsoring my book on salsa music. As a sponsor, Philip Morris's name and logo would appear in the front of each book. This sponsorship could include a number of copies to be sold or offered to Philip Morris clients as a premium. This book will be published by the spring of 1997. The title is *Salsa Talks* ™ .

CONTENTS

Salsa Talks is a lively and interesting coffee-table book. The book will contain approximately 320 pages, 80 original color photographs and 150/200 black-and-white photographs, a glossary and an index. Photos of salsa superstars in performance and recent portraits will provide up-to-date images of the idols.

Salsa Talks is an oral history of the music. My subjects include salsa celebrities, musicians, promoters, arrangers—people who have made meaningful contributions to the patrimony of salsa. Over 44 interviews tell the story of salsa greats like Grammy winner **Tito Puente**; Grammy nominee **Celia Cruz**; Father of Latin Jazz Grammy nominee **Mario Bauza**; five-time Grammy winner **Eddie Palmieri**; Grammy nominee **Ruben Blades**. *Salsa Talks* is educational, historic, entertaining, touching... a legacy from the musicians to their fans.

HOW PHILIP MORRIS BENEFITS

Nothing is more important and beloved to the Hispanic community than their music. For this reason, sponsoring *Salsa Talks* is a meaningful way for Philip Morris to relate to your Hispanic clientele. It provides Philip Morris with a tangible way to express its commitment to education and literacy—to project positive values and enhance the Hispanic image through the musical wealth and creativity of a people.

The sponsorship I am initially seeking is $40,000. I will call you in two weeks to discuss sponsorship opportunities. Please feel free to contact me with questions.

Many regards,

Mary Kent.

Mary Kent

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